



April 2003

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The data provided in this bulletin is given solely as an information resource and does not imply endorsement by the U.S. Dept. of Commerce.

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AUST-N Z

Export Opportunities Bulletin

U.S. Commercial Service Australia/New Zealand

New on the CS Australia website

FUSE is almost here! - What is FUSE you ask?

Featured U.S. Exporters is a company-specific promotion using local www.buyusa.gov websites. CS Australia has been selected as a Pilot Post and we need your help!

The primary reason for the EBDU Team to develop FUSE is to standardize what many foreign language posts were already doing... Featuring U.S. firms on their own web sites **in the local language**.

But don't Australians speak American??? Well, yes, we do! That is why we are involved in the pilot program. Can FUSE work at an English-speaking Post?

When the service is fully operational, FUSE in Australia, will be offered to U.S. companies at a - How Can You Refuse - Half the Retail Price - of just \$50! - due to the fact that there are no translation requirements. However, if your clients choose to use one of our other paid services, FUSE will be offered FREE of charge!

As we are still in "test" mode, there will be NO FEE at present.

Here's how you can help... If you are a CS client, or you have a client interested in Australia, and they are still "thinking about" how best to enter the market, why not offer them a FUSE listing in the interim? The EBDU Team have developed a standard template that will display the U.S. exporter's product image or company logo, a short product description, and the U.S. exporter's objectives in the specific market. All trade inquiries are routed first to Post, who will then forward qualified leads you.

We are waiting to hear from you and your clients in securing your listing. Comments on the intended \$50 fee would also be appreciated. Take a look at our current FUSE listings - we are featuring past trade show participants for the testing period at:

<http://www.buyusa.gov/australia/en/page111.html> or sign up NOW! at:

Have you seen us yet in the April 2003 edition of "Export America"? Here are a few tidbits from our cover story...

Australia

by Jim McCarthy
U.S. Commercial Service, Australia

U.S.-Australian trade ties are among the strongest in the world. The Australian market is extremely sophisticated and boasts an excellent communications and transportation infrastructure. Through a common language and shared business values, American companies often feel quite at home in Australia.

Despite its distance from the United States and relatively small population of 19 million people, Australia is the 13th-largest market for U.S. goods, totaling just over \$13 billion in 2002. The United States is the largest investor in Australia across a wide range of industries, including consumer goods, automobiles, mining, oil and natural gas production, financial services, and information technology. Similarly, the United States is the largest recipient of Australian investment overseas. Further investment could be accelerated by the adoption of the Australian-U.S. agreement on double taxation, which was negotiated in 2001 and should be approved in 2003.

Import duties are minimal. Since the early 1970s, average tariff levels have declined to the point at which 86 percent of Australia's tariffs are between zero and 5 percent. The average most-favored nation rate for industrial products is 4.7 percent. Australia's highest tariffs apply to apparels and certain finished textiles, passenger motor vehicles and components, and footwear.

The United States enjoys a trade surplus with Australia (\$6.6 billion in 2002), second worldwide only to the Netherlands. Although the surplus declined in 2001 due largely to a strong U.S. dollar and the aftereffects of the events of September 11, 2001, it bounced back in 2002 to \$6 billion. Coincidentally, so did the Australian dollar, which gained in value from a low of over A\$2.00 to the U.S. dollar in 2000 to its current level of close to A\$1.69.

The following sectors offer good prospects for U.S. exports:

- Information and communications technology
- Military and aerospace
- Safety and security
- Medical equipment and health care
- Environmental technologies
- Energy and mining production.

New Zealand

by Lisa Struneski
U.S. Commercial Service, New Zealand

New Zealand represents an ideal destination for various new-to-export companies. Like Australia, New Zealand is a strong and stable democracy, and business practices are similar to those in the United States. The United States is New Zealand's third-largest export destination and third-largest source of imports, behind Australia and the European Union. In 2001 New Zealand's total trade with the United States accounted for 15.4 percent of total trade. New Zealand, in turn, ranks 40th as a destination for U.S. exports. U.S. imports are faring better in the marketplace with an increase in the U.S.-New Zealand dollar exchange rate to \$1.80 after a six-year decline that saw a low of \$2.56.

Inflation rose last year by 1 percent to 2.8 percent, which caused the Reserve Bank to raise interest rates to 5.75 percent. This, however, has not slowed economic growth. New Zealand's economy is very robust, and the previously low exchange rate aided the country's top export group, agricultural products.

The building industry is also affected by interest rates. The country and Auckland in particular have experienced a steady increase in new housing construction as well as an increase in property prices. This is due to cyclical trends as well as an increase in net migration.

Auckland, which has approximately 1.1 million people, is the commercial center of New Zealand. The capital, Wellington, has a population of 414,000. The other major center is Canterbury in the South Island with a population of 468,000. The population of New Zealand is predicted to grow to 4.81 million people by 2051, with half older than 45 and one in four over 65 years old. The current unemployment rate remains near its historic low of 4.9 percent.

New Zealand offers opportunities in numerous sectors. The U.S. Commercial Service has focused on the following areas:

- Information and communications technology
- Franchising
- Tourism
- Environmental technologies.

U.S.-Australian Free Trade Agreement: Creating Stronger Ties with an Historic Ally

by Ariadne BenAissa
Office of South Asia and Oceania, Market Access and Compliance

U.S.-Australian free trade agreement (FTA) negotiations began the week of March 17, 2003, in Canberra, Australia, with subsequent negotiations already scheduled for the weeks of May 19 and July 21. The U.S. government plans to use the negotiations to strengthen the already significant bilateral commercial ties and to address barriers that U.S. exporters face in the Australian market.

Australia has been a strong market for U.S. industry for many years. Indeed, the United States maintains a trade surplus with Australia. Among other products, U.S. industry has had strong sales in information technology equipment and services, aircraft and aircraft parts, automobiles and automotive parts, medical equipment, and turbojets.

The U.S. government has highlighted a number of specific objectives for these negotiations. The United States will seek increased access to Australia's market through elimination of tariff and non-tariff barriers, which will benefit a broad range of U.S. sectors. It also will seek to facilitate the export of U.S. food and agricultural products to the Australian market, including the elimination of Australian government export monopoly arrangements, practices that adversely affect exports of perishable or cyclical agricultural products, and any unjustified sanitary and phytosanitary measures.

The United States will seek greater access to Australia's services market and the elimination of restrictions in the telecommunications, financial services, and other service sectors. It also will seek enhanced protection of intellectual property, including in the area of new technology.

Additionally, the United States is seeking the establishment of rules that would eliminate barriers to U.S. investment in Australia, including investment screening by the Australian government, as well as improved access to Australian government procurement markets.

The agreement will have provisions on labor and the environment. There will also be a state-to-state dispute settlement provision.

To provide input on the FTA negotiations, contact Barbara Weisel at (202) 395-6813 or bweisel@ustr.gov.

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<http://www.trade.gov/exportamerica/>

For a complete copy of these reports, please visit the Bulletins section of our website at: <http://www.buyusa.gov/australia/en/page4.html>

For the April edition of "Export America" or for past issues of the magazine, please visit: <http://www.trade.gov/exportamerica/>

UP COMING SHOWS

Pharmacy 2003, Auckland

June 21-23, 2003

Exhibiting at Pharmacy 2003 is your opportunity to position your products within this desirable retail environment. It is the place to showcase your exciting new products and show specials.

Pharmacy 2003 expects to attract more than the 2,300 visitors from last year, which was a 30% increase from the previous year. The decision-makers and those with purchasing power comprise over 88% of the visitors to the show. CS New Zealand is offering U.S. companies two ways of participating in our booth: send your brochures and be a part of our catalog exhibit, or come down to the show and appear in person.

The cost for exhibiting will be US \$250. Please contact Laura.Szalay at laura.szalay@mail.doc.gov for further information on participating in this exciting trade show.

Access Australia - Water & Wastewater Treatment Equipment

April-May, 2003.

Is there a market for your water/wastewater treatment technology, products or services in Australia? Let us find out for you! Through an initiative called, Access Australia, the U.S. Department of Commerce would like to offer U.S. companies an inexpensive way of testing the Australian market and making initial contacts.

The Australian market for water and wastewater treatment equipment is conservatively valued at \$350 million. Population growth has been the major factor behind investment in water treatment. However, more stringent regulations and a related increase in public concern over environmental issues, water quality and water reuse underlie investment in wastewater treatment.

The fee to participate in the Access Australia - Water & Wastewater Treatment Equipment program is \$250. For more information please visit our website and complete the online form <http://www.buyusa.gov/australia/en/page114.html> or contact John Kanawati direct in CS Sydney at john.kanawati@mail.doc.gov

Access Australia - Medical Equipment

May-September, 2003

Australia is a receptive market for American products and equipment. Is there a market for your medical equipment and products in Australia? Let us find out for you! Through an initiative called, Access Australia, the U.S. Department of Commerce would like to offer U.S. companies an inexpensive way of testing the Australian market and making initial contacts.

The fee to participate in the Access Australia - Medical Equipment program is \$150. For more information please visit our website and complete the online form <http://www.buyusa.gov/australia/en/page130.html> or contact Monique Roos, CS Sydney, at monique.roos@mail.doc.gov

CeBIT Australia 2003

CS Melbourne is organizing a Product Literature Center at the CeBIT Australia 2003 tradeshow in Sydney, May 6-7, 2003. CeBIT presents a complete array of business solutions from the complete spectrum of Information and Communication Technology. More than 400 exhibitors from Australia and overseas will cover three halls - if you are interested in being a part of the CS Product Literature Booth, please contact Marie Hill, CS Melbourne, at Marie.Hill@mail.doc.gov

New Zealand Fieldays

**The fourth largest exhibit of its type
in the world!**

June 11-14, 2003

Fieldays is an annual four-day trade exhibit focussing on the agriculture, horticulture and floriculture sectors. 2003 will be the 35th Fieldays exhibition, which features in excess of 900 exhibitors and is attended by more than 110,000 visitors. Exhibitors participating in Fieldays generate around US\$70 million in sales during the four days of the exhibition.

Fieldays and the World Ag Expo, CA, have developed a sister-trade show relationship which includes reciprocal booth space at each other's show. At Fieldays 2003, CS New Zealand will manage the World Ag Expo exhibit space promoting the U.S. event, showcasing CS New Zealand activities and Visit USA. In addition, we will be holding a catalog exhibit promoting New-To-Market products manufactured by U.S. companies. If you or your clients are interested in participating in the catalog exhibit at Fieldays for a nominal \$25 fee, please contact Janet Coulthart in CS Wellington at janet.coulthart@mail.doc.gov

AIMEX 2003

The biggest mining show in Asia Pacific

September 9-12, 2003 Sydney

If you're thinking of exhibiting at AIMEX 2003, we can help you get reduced floor space rates and undertake - at no additional cost to you - a targeted campaign to alert potential end-users, agents, distributors and other business partners of your presence at the show.

Why AIMEX?

- * AIMEX is recognized as one of the most prominent mining exhibitions on the international calendar.
- * For the first time, the show has been repositioned to emphasize the Asia Pacific region. This is expected to result in increased buyers from the region.
- * The show is expected to attract between 10,000-15,000 visitors and 600 exhibitors.

For more information and show brochure, please visit our website and complete the online form <http://www.buyusa.gov/australia/en/page96.html> or contact John Kanawati direct at john.kanawati@mail.doc.gov

Hot Off The Press.... Our Latest ISA Reports...

Computer Aided Design and Manufacturing Software

This ISA report provides information on the Australian CAD/CAM market, and details the size of the market, leading developers of CAD/CAM solutions in the local market as well as best prospects for US CAD/CAM vendors.

The Australian information technology (IT) market is estimated to be US\$12.85 billion. Australian IT budgets have been flat in recent years with corporations and government agencies reluctant to purchase new equipment or upgrades. As a result, IT vendors have found this a difficult environment to do business in. Service-level agreements have been honored and maintained but business development work has generated few new leads.

Nonetheless, bright pockets do exist in the local market. The Internet security market is growing rapidly, with some analysts estimating the annual growth of this subsector at close to 50 percent. The market for refurbished networking equipment is also set to take off. However, in this overall flat market, corporations' IT departments are reluctant to upgrade to new switches, routers and modules, and are actively looking to purchase guaranteed, refurbished products to complement their legacy systems.

All in all, the local market may have passed the low point of the purchasing cycle. Government contracts are coming up for renewal, including some worth many millions of dollars. IT departments in leading corporations have also been given increased budgets for the next year.

This report will deal with the market for computer-aided design and computer-aided manufacturing (CAD/CAM) software markets. This covers CAD/CAM software for mechanical designers, engineers and manufacturers and architects in automation, building, electronics, industrial design, manufacturing, mining, plastics, tooling, and die manufacturing sectors. This market consists of four main sectors:

Mechanical Computer Aided Design – MCAD

Electronic Design Automation – EDA

Architectural, Engineering and Construction – AEC

Geographic Information Systems – GIS

The CAD/CAM market in Australia is estimated to be worth US\$450million

This report continues with information on:

Factors Affecting Growth of the Market, Local Production Third Country Imports, U.S. Imports, End-User Analysis AEC, MCAD Software and EDA Software.

If you would like to receive a copy of the complete report, or if you have questions on the IT market in Australia, please contact Duncan Archibald in CS Sydney at duncan.archibald@mail.doc.gov

Aged Care

In Australia:

- Almost 33 percent of all older people (65 and over) are aged between 65 and 69 years.
- Almost 25 percent of all older people are aged 80 years and over.
- 56 percent of older people are women, with women predominant in the higher age brackets (65 percent of those aged 80 and over are female).
- 92 percent of older Australians live in private dwellings and the rest live in nursing homes and aged care hostels. Of those living in private dwellings, 86 percent were living with families, while 10 percent lived alone.

Australia's health and aged care sector is responding to the aging of the Australian population. Most Australians prefer to remain in their own homes as they grow older. The desire to remain living at home has been reflected in the shift in the balance of care and the amount of funding being provided to residential and community care.

As the wealth of older Australians increases, there will be increased demand for a greater range of products and services related to health and aged care, and an increasing ability to make a contribution towards these costs, either directly or through private health insurance.

Most older Australians are neither frail nor in need of long-term care. Approximately 20 percent of people aged 70 years and over use Government-funded care services; approximately eight percent live in nursing homes and hostels; and around 12 percent receive community care services.

The report continues with information on: Market Profile, Best Sales Prospects, End-User Analysis and Market Access.

If you would like to receive a copy of the complete report, or if you have questions on the Health Care market in Australia, please contact Monique Roos at monique.roos@mail.doc.gov



Chartered Accountants & Business Advisers

Chartered accountants, Hall Chadwick, have produced a very informative guidebook appropriately titled "Doing Business in Australia". For your free copy, or to view an on-line version, visit our website below...

<http://www.buyusa.gov/australia/en/page129.html>

Building Security Equipment In New Zealand

This recently released ISA focuses on security equipment for buildings in New Zealand. The local market is characterized as small and competitive but showing strong demand. Its small market size is reflected in the number of buildings in New Zealand. The 2001 Census recorded 1,359,843 occupied private dwellings and 8,364 non-private dwellings (includes hospitals, schools, businesses, etc.)

Demand for building security equipment has been created by a number of factors, including changes in New Zealand society and counter-terrorism programs implemented after the U.S. terrorist attacks in September, 2001, and the Bali bombings in October 2002. Home and property managers in this country are mainly focussing on access control equipment to ensure the safety of occupants and for protecting against thefts. New Zealanders generally do not believe that the 9/11 plane attacks would be repeated in this country because of its geographical isolation. New Zealand's few multi-storey buildings are not perceived to be under any real threat from terrorists in this area although there have been recent threats involving the use of cyanide. Although the sources are unknown as to whether they are genuine or otherwise, authorities are taking them seriously.

Trade statistics are very difficult to interpret for building security equipment because they are classified with other products used in other sectors, for example video equipment is used by a range of end users. Therefore, the statistics in this sector should only be treated as a guide - they are not provided as an accurate interpretation of the industry. In 2002, security equipment imports rose 41 percent over the previous year. Japan is the leading source of equipment, reflecting its dominance in the electronic sector. Japanese marketshare in 2002 was 49.18 percent. In 2002, the U.S. was the fifth largest source for imports.

Consumers are driving the demand for new and complex technologies. Currently, there is strong demand for electronic equipment for monitoring building entrances. Interest in biometric systems is high but sales are not yet being seen in the marketplace. The U.S. has a good reputation for producing high-quality products such as padlocks, locks and external lighting equipment categories. The strong U.S. dollar is the main reason why U.S. market share has not been robust but as the New Zealand dollar gains in value against the U.S. dollar, the outlook for U.S. companies is also improving.

Overall growth in this sector is excellent and is largely driven by the residential sector.

This report continues with information on:
Market Highlights and Best Prospects, Competitive Situation, End-User Analysis, Market Access.

If you would like to receive a copy of the complete report, or if you have questions on the Safety and Security market in New Zealand, please contact Janet Coulthart in Wellington at janet.coulthart@mail.doc.gov

Homeland Security in Australia

Homeland security in Australia is an important and rapidly growing sector of the overall security industry. Since the September 11, 2001 attack on the World Trade Center in New York, and the October 2002 bombing of the Bali nightclub, security and safety at home from terrorism has been in the minds and on the lips of the Australian population. The Australian Government has committed US\$740 million over five years to strengthen Australia's counter-terrorism arrangements. An estimated 40 percent of this is for homeland security.

Debate has raged about whether Australia should create its own equivalent of the Homeland Security office of the USA. The Federal, State and Territory governments all have a share in the job of keeping Australia safe. The main responsibility lies within the Attorney General's Department, and is explained in the Market Profile section below.

Other federal bodies with activities in this sector include the Australian Federal Police, Australian Customs Service, Department of Defence, Emergency Management Assessment, Australian Protective Services, and the Protective Security Coordination Centre, in addition to state police and other entities.

The overall security market is estimated at US\$1.4 billion for 2002, with homeland security estimated at US\$706 million.

Homeland security in this report means border patrols and surveillance, customs clearance and investigation, public tracking by CCTV and other

methods of mostly public surveillance, and the operation of personal security services in protecting dignitaries and the general population.

Products included in this report:

- X-Ray equipment
- Equipment and clothing for emergency services
- Aerial surveillance equipment related to protecting Australia
- CCTV equipment in public places
- Security services
- Training services for security.
- Armored vehicles

The report continues with information on: Market Profile, Best Sales Prospects, Statistical Data, Competitive Situation, End-User Analysis and Market Access.

If you would like to receive a copy of the complete report, or if you have questions on the Safety and Security market in Australia, please contact Phil Keeling, CS Sydney, at phil.keeling@mail.doc.gov

AUSTRALIANS STILL TRAVEL AFTER BALI BOMBINGS

Australians may have changed their travel plans in the wake of the October 2002 Bali bombings, but have not stopped traveling overseas, according to a recent traveler survey.

The latest Australian Bureau of Statistics overseas arrivals and departures survey showed that the number of people leaving Australia in November 2002 rose 10.4 percent (240,000 people), compared with the same month in 2001.

According to a press statement by the Deputy Chief Executive of the Australian Tourism Task Force, Stephen Albin, the growth was significant even taking into account the influence of September 11 on 2001 departure figures. "It has come through loud and clear that Australians did in fact change their travel plans following Bali, but they didn't stop traveling overseas," commented Albin.

Fiji, New Zealand, Vietnam, China and the U.S. have been particularly popular destinations, whereas Indonesia and Singapore have each become less popular.

During the eleven months to November 2002, the main destinations were New Zealand (17 percent of all short-term resident departures), the United Kingdom and the United States (9 percent each), followed by Indonesia (7 percent) and Thailand (5 percent), followed by Singapore, Hong Kong, China and Fiji (each 4 percent).

The Australian travel industry is still fairly optimistic about consumers' travel plans to the U.S. this year and most tour operators are looking forward to a buoyant year, with the industry about to launch into the peak booking season for the U.S. (February-March).

The Tourism Industries Division of the U.S. Department of Commerce has forecast that 514,000 Australians will travel to the U.S. in 2003, an increase of 10 percent over 2002, making Australia the ninth most important travel market for the U.S.

Geopolitical factors is a key determinant of consumers' travel plans as international travel is most vulnerable to geopolitical events. Depending on how the world's political situation unfolds, psychological factors will continue to play somewhat of a role in leisure travel patterns.

On a related note, Qantas Airways will commence its first services to Chicago from Melbourne via Los Angeles three times each week as from March 31, 2003. Passengers flying from Sydney to Los Angeles on Qantas will arrive in time to connect to the Qantas Chicago flight. Under this new schedule, Qantas will be adding 25 percent capacity on the route by operating 33 services each week between Los Angeles and Australia. (Other than its daily flights to Los Angeles, Qantas also flies to New York three times a week.)

If you if have questions on the Tourism market in Australia, please contact Monique Roos, CS Sydney, at monique.roos@mail.doc.gov



The Latest on the Australian Telecommunications Market

Australia's telecommunications sector has developed progressively from a largely centralised, publicly controlled monopoly structure, to an open and competitive market regime with an emphasis on industry self-regulation.

Liberalization of the market in 1997 has reportedly delivered significant benefits to Australian businesses and consumers and to the wider economy. Users now have a greater choice of suppliers of telecommunications services offering a broad range of new and innovative services and products. Companies are more responsive to the needs of their customers, the quality of services has improved, and lower prices have been achieved for telephone calls, especially long-distance calls.

Investment opportunities in the telecommunications sector have expanded and service provision to remote and underserved areas, as well as to the main population centers, has accelerated. Despite its partial privatization, Telstra remains majority government-owned, and has a market monopoly on 100% of Australia's land-line network and is the dominant player in internet service provision and has a major market share in mobile telephony.

According to the federal Department of Communications, Information Technology and the Arts, consumers in the telecommunications market have benefited significantly from the changes wrought by privatization. These changes have included the introduction of a Customer Service Guarantee; the upgrading of the Universal Service Obligation; legislated rights to untimed local calls, and the introduction of a Network Reliability Framework. Government sources indicate more than US\$600 million in targeted funding was allocated for sustainable improvements in communications and information technology infrastructure and in service delivery, particularly in rural and regional areas. State and local

governments and regional development organizations have been charged with developing a more consistent approach to service improvements.

Highlights in the Australian telecommunications sector since privatization in 1997 have included new investments in the telecommunications sector totaling more than US\$12 billion; the introduction into the market of more than 80 new carriers and 850 new service providers. Prices for consumers have fallen by an average of 6.9 per cent per year. The Australian Communications Authority (ACA) identified an annual benefit to consumers from changes to telecommunications services of up to \$12 billion in 2000–01.

This report continues with information on Australia's regulatory regime/ standards, best prospects (including upcoming major procurements), mobile telephony, expanded privatization of Telstra, new opportunities in third generation or 3G, broadband internet, data/cable security, distribution channels and best market entry strategies.

Specific data requested by ODO Clients to the following questions are also addressed in the report:

1. Number of fixed-line subscribers.
2. Fixed-line penetration rate.
3. Number of cellular phone subscribers.
4. Cellular penetration rate.
5. Frequency availability? (2.4 Ghz; 3.5 Ghz; 5 Ghz; 5.3 Ghz; 5.8 Ghz)
6. What are the key regulatory issues (e.g., is frequency status open or closed; output power; required certifications)?
7. How to get approval ("homologation").

If you would like to receive a copy of the complete report, please contact Duncan Archibald, CS Sydney, at duncan.archibald@mail.doc.gov

Latest Bulletins

To view the latest Environmental Bulletin click on the link below.

<http://www.buyusa.gov/australia/en/page126.html>

To view the latest IT Bulletin click on the link below

<http://www.buyusa.gov/australia/en/page124.html>

New Medical Device Regulations Affect Australian Dentists and Dental Laboratories Importing Directly from Overseas

On October 4, 2002, Australia became the first country in the world to adopt the international regulatory model developed by the Global Harmonization Task Force for the regulation of medical devices. This new model is implemented by the Australian Therapeutic Goods Administration (TGA).

The new regulatory system no longer permits the ad hoc importing of small quantities of products. Pre-market approval, record keeping and other compliance criteria now will have to be met.

The new regulatory system will not affect imports of dental products by importers and distributors who are already adept at complying with the requirements of the TGA, but will primarily affect dentists and some dental laboratories who were able to import small quantities of product that had not previously been approved in Australia.

The impact of the new system may be felt more directly on individual dental practices or dental laboratories, as the administrative costs will make it literally prohibitive to achieve any savings over products available from Australian-based suppliers and distributors. Dentists and dental laboratories will now need to source all their dental products from an Australian supplier/distributor.

The new regulations state that all instruments, equipment and materials that come into contact with patients will be subject to controls by the TGA. This means that the importer must register the full scope of the imported goods with the TGA, which includes declaration of risk and appropriate proof that such risks are being addressed by adequate controls during manufacture. As a result, dentists and/or dental laboratories which have crowns and other prosthetic devices completed overseas will now need to ensure that the materials used in their manufacture comply with TGA registration requirements.

Additionally, dentists who imported components for their own practice use such as implants, will now need to register these products with the TGA. Dentists who visit overseas dental conventions and exhibitions and purchase a few products such as hand-pieces, burs and/or instruments will now also need to register these items with the TGA. For the

first time, products such as impression materials must now be listed with the TGA.

A component of the new regulations is to categorize the risk that a device may pose during its use/application and to then specify a commensurate level of controls for the manufacturer to implement to ensure that they are adequately planning for the safe application of that product to minimize the risk posed to the user/operator and the patient.

Through the adoption of an international system, products that have already been registered in the EU, will be more rapidly available in Australia as the statutory requirements that need to be met to satisfy the TGA will already have been satisfied with the registration or listing of the product in the EU.

Further information on the new regulatory system can be obtained from the TGA website: www.health.gov.au/tga or contact our Industry Specialist in Sydney, Monique Roos at Monique.Roos@mail.doc.gov

Do you know about... Business Service Providers

Or do I hear "What on earth is THAT???"

Another - relatively new - feature to local Post web sites is a listing of **Business Service Providers**. These are local service firms who can assist YOUR CLIENTS in entering the local market. All firms are well known to Post and have paid a yearly subscription fee to be featured. Service firms include legal firms, accountants, hotels, freight forwarders, consultants etc... these firms are here to help... so take a look at:

<http://www.buyusa.gov/australia/en/page117.html> to see who in Australia can help your clients

E-Z-2-C TEAR OFF AND KEEP GUIDE TO CS AUSTRALIA/NEW ZEALAND SERVICES 2003

Product Service Name	Description	Price	Turn Around
Business Facilitation	Ad hoc requests for services which do not fall into traditional service categories. Other Business Facilitation Services can be a stand alone service or enhance a traditional service. Eg. Organizing a reception or dinner at Consulate, Consul Generals' residence or off site.	Available on request	Available on request
Business Service Providers	Web advertising on Post site featuring local Australian service firms who can assist U.S. companies in entering the local market.	\$100 per year	
Use of CS Facilities/Office Space	Melbourne. Located close to the city center, CS Melbourne has available a fully furnished office located within their premises. Provides access to U.S. Commercial Service expertise; telephone, fax, internet and email facilities; photocopying and secretarial assistance.	Available on request	Advisable to book ahead
Customized Research ▪ Customized Market Analysis (CMA)	The CMA provides custom market research on specific products in a selected country. CMA was established to help firms get the precise information needed to assess a given export market. The facts and opinions provided in CMA reports cannot be found in broader industry surveys, or at the same affordable price in comparable, product specific reports available from private industry sources.	\$2,500	45 days from receipt of literature
Express Service	As long as it doesn't take us more than one hour and doesn't cost us anything to obtain, we'll research your request for free.	No fee	Initial response within 24 hours
Flexible Market Research (FMR) ▪ Competition	Identification of competitive (both local and other foreign) technologies, products or services, and suppliers/producers of a given product or service in the market.	\$200	10 working days from receipt of payment
Flexible Market Research (FMR) ▪ Contact Lists	Product-specific list of companies that could serve as potential agents/distributors. Includes basic contact information including company names, address, tel and fax and email as available.	\$100	10 working days from receipt of payment
Flexible Market Research (FMR) ▪ Customized Service	Customized research designed to meet the needs of the client.	To be determined	To be determined
Flexible Market Research (FMR) ▪ Market Entry Issues	Information on duties, taxes, quotas, non-tariff barriers and local trade regulations which may affect the marketing of a specific product or service.	\$210	10 working days from receipt of payment
Flexible Market Research (FMR) • Quick Take	This service provides a quick, informal take on the Australian market for a prospective client. Our Commercial Specialist responsible for the client's industry sector will informally survey contacts in the market. If the client then decides to use our International Partner Search or Gold Key Service, we will reduce the charges for those services by the amount of the Quick Take fee.	\$100	5 working days from receipt of literature.
Flexible Market Research (FMR) ▪ Market Size	Information on market size/demand for a particular product or service.	\$210	10 working days from receipt of payment
Flexible Market Research (FMR) ▪ Market Trends	Evaluation of market potential for a particular product or service based upon general market trends, industry sources, and import statistics. The reports include expected significant developments likely to have an impact on market prospects, such as major new investments or projects, government programs, policy changes, new legislation, etc.	\$420	10 working days from receipt of payment
Flexible Market Research (FMR) ▪ Regulatory Issues	Information on the general regulatory environment and legislation governing the marketing of products or services in a given sector.	\$210	10 working days from receipt of payment
Flexible Market Research (FMR) ▪ Sales Channels	Identification of usual sales channels for marketing a specific product or service in a given market.	\$210	10 working days from receipt of payment
Flexible Market Research (FMR) ▪ Standards/Product Registrations	Information on standards and required registration procedures as they pertain to a particular product or service.	\$420	10 working days from receipt of payment

FUSE - Featured U.S. Exporters	A company-specific promotion using Post websites.	\$50. Free if taken in conjunction with another paid CS Service	
Gold Key Service	Charged on per-day basis, regardless of number of meetings held.	\$600/1-day visit to 1 city; \$500 each additional day in the same city or another in Aust., or a city in NZ New Zealand - \$500/1 day visit, \$200 each additional day.	30 days from receipt of fee/literature
Gold Key Service ▪ Accelerated GKS	Expedited GKS with notification of 1-2 weeks	\$1000/1-day visit to 1 city; \$800 each additional day in the same city or another in Aust., or a city in NZ New Zealand - \$800/1 day visit, \$600 each additional day.	1-2 weeks from receipt of fee/literature
Gold Key Service • Reverse Gold Key	Charged on per-day basis, regardless of number of meetings held.	TBD in co-operation with local EAC.	TBD in co-operation with local EAC.
Gold Key Service ▪ Video Gold Key	Provide clients with an opportunity to conduct initial interviews with prospective business partners prior to visiting a country.	Regular Gold Key Service (\$650) plus \$700 fee to USEAC (\$600 GKS + \$50 ISD line rental + \$700 approx. to EAC for call)	30 days from receipt of fee/literature
International Company Profile (ICP)	Not available at post.		
International Partner Search (IPS)	To help U.S. companies find local partners and licensees in Australia, the IPS provides a report on up to five qualified Australian agents, distributors, manufacturer's representatives, joint venture partners, licensees, franchisees, or strategic partners who have examined a U.S. company's materials and have expressed an interest in the company's products, services or licenses, or have expressed an interest in otherwise partnering with the company.	\$480 per product line	30 working days from receipt of fee/literature
Access Australia Program <i>Visit our web site for the current schedule</i>	Low cost solution for finding partners in the local market. Industry specific. At the conclusion of the service, each company is provided with a detailed report on the local market's receptiveness to its products, including comments by interested Australian companies.	\$250 per company	Approximately four months
Platinum Key Service (PKS)	The PKS is solution-oriented and only for those clients requiring long term, sustained assistance. A PKS is used for broad market entry and market development assistance which can include: market identification and product/service launch; on-going major project or government tender; regulatory and technical assistance, reduction of market access barriers.	dependent on project	six months - one year

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